



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named  
Inventor : Jacob J. Liu  
Appln. No. : 09/849,147  
Filed : May 4, 2001

Title : REPOSITIONABLE ADHESIVE  
LABEL FOR OPTICAL RECORDING  
MEDIA  
Docket No. : 56647US002

Group Art Unit: 1771

Examiner: D. Zirker

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**AMENDMENT**

**Mail Stop RCE**  
Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SENT VIA EXPRESS MAIL**

Express Mail No.:

Sir:

This Amendment is submitted with a Request for Continuing Examination (RCE), and is in response to the Office Action mailed on February 19, 2003. Please amend the above-identified application as follows:

IN THE CLAIMS

Please amend claims 1, 2, 4-6, 8, 10 and 11 (marked up version attached in Appendix), and add new claims 20-23, such that pending claims 1-8, 10, 11 and 19-23 are as follows:

1. (Twice Amended) An article comprising:

- a backing having two major surfaces,
- a layer of repositionable non-pressure sensitive adhesive comprising a thermoplastic block copolymer elastomer coated onto at least one major surface of the backing, wherein the adhesive has a storage modulus at room temperature greater than  $3 \times 10^5$  Pascals, and
- an optical recording medium having a first major surface and a second major surface opposite the first major surface, the first major surface adhered to the layer of repositionable non-pressure sensitive adhesive.

2. (Twice Amended) The article according to claim 1 wherein the block copolymer comprises at least one polystyrene block.
3. The article according to claim 2 wherein the block copolymer comprises 10% to 30% of polystyrene block.
4. (Twice Amended) The article according to claim 1 wherein the adhesion of the repositionable non-pressure sensitive adhesive is greater than 3 ounces per inch on the first major surface of the optical recording medium and is less than 3 ounces per inch on skin and paper.
5. (Twice Amended) The article according to claim 4 wherein the adhesion to the first major surface is in the range 5 - 40 ounces per inch.
6. (Twice Amended) The article according to claim 5 wherein material forming the first major surface of the optical recording medium is selected from the group consisting of polycarbonate, polyvinyl chloride, polyester, and glass.
7. The article according to claim 6 wherein the first major surface of the optical recording medium is a non-reading side of the optical recording medium.
8. (Twice Amended) The article according to claim 1 wherein the backing is selected from the group consisting of polyester film, polyolefin film, paper, coated paper, metallized film, foil, non-wovens and cardstock.
10. (Twice Amended) The article according to claim 1 wherein the adhesive has an adhesion range of 3 to 40 ounces per inch when adhered to the first major surface of the optical recording medium and an adhesion of less than 8 ounces per inch when adhered to standard white paper having a standard weight of 20/50 pounds.
11. (Twice Amended) The article according to claim 1 wherein the adhesion range on the first major surface is about 5 to about 10 ounces per inch and the adhesion range on paper and skin is less than about 1 ounce per inch.

19. The article according to claim 1 and further comprising:  
an ink receptive coating on one major surface of the backing.
20. (New) An article comprising:  
a backing having two major surfaces,  
a layer of adhesive comprising a thermoplastic block copolymer elastomer  
coated onto at least one major surface of the backing; and  
an optical recording medium having a first major surface and a second  
major surface opposite the first major surface, the first major  
surface adhered to the layer of adhesive;  
wherein the adhesive has greater adhesion to the first major surface of the optical  
recording medium than to skin and paper.
21. (New) The article according to claim 20, wherein the adhesive is a repositionable non-  
pressure sensitive adhesive having a storage modulus at room temperature greater than  $3 \times 10^5$   
Pascals.
22. (New) The article according to claim 20, wherein the adhesive has adhesion of greater  
than 3 ounces per inch on the first major surface of the optical recording medium and less than 3  
ounces per inch on skin and paper.
23. (New) The article according to claim 22, wherein the adhesive has adhesion on the first  
major surface of about 5 to about 10 ounces per inch and has adhesion on paper and skin of less  
than about 1 ounce per inch.